

GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965



Governor Nelson D. Rockefeller drives the first pile in the 200-foot high observation tower of the New York State pavilion. Left to right: President of the Fair Robert Moses, Mrs. Paul Peabody, Lt. Gov. Malcolm Wilson, Judge John Lomenzo, and Governor Rockefeller.



REMARKS BY NEW YORK STATE AND WORLD'S FAIR OFFICIALS AT THE STATE'S EXHIBIT GROUNDBREAKING CEREMONIES, NEW YORK WORLD'S FAIR, TUESDAY, OCTOBER 9, 1962.

ROBERT MOSES [President of the New York World's Fair]: Ladies and gentlemen, in presenting the head of the State Commission, I want to tell you briefly what he's doing. Not only is he building the state pavilion here which is the largest and the most important of all the state pavilions in the Fair — this is the host state and these officials are putting the most money and enthusiasm into it — the Lieutenant Governor is also in charge of building the state theater over in the Lincoln Center for the Performing Arts, where the Fair is in partnership with the Lincoln Square people. That is a tremendous enterprise also. They are both on schedule. They are both going along smoothly. They'll both be finished on time, and they'll both be great attractions at the World's Fair. Lieutenant Governor Malcolm Wilson.

LT. GOV. WILSON: President Moses, Governor

Rockefeller, Mrs. Peabody and other members of the World's Fair Commission, and distinguished guests, ladies and gentlemen — I don't propose to detain you at all. I just want to express the thanks of the chairman of the Commission to those whose cooperation has made possible this day. First of all, of course, to our Governor, whose enthusiasm for this Fair has been boundless, recognizing what it means not alone to our state but to this nation and the free world, he has been extremely active in advocating the necessary programs which have been approved by the Legislature.

I am delighted to see Speaker Carlino here. I want to pay our debt of appreciation to the Speaker, to Senator Mahoney, and to members of the Legislature in both houses for giving us the appropriations necessary for this work.

I want to make it crystal clear that the chairman simply basks in reflected glory because it is the work of the members of the World's Fair Commission, appointed by the Governor and by Speaker Carlino and Senator Mahoney, who are responsible for the plans and for this construction, and I want to acknowledge my debt of appreciation to them.

Finally, I want to say that we appreciate very much the magnificent cooperation which we have received from Mr. Moses and all associated with him in the World's Fair Corporation. We are very grateful to Philip Johnson, our architect, to Thompson Starrett and Company and those who are working with them, and especially the skilled workmen who are here, whose skill translates the admirable conception of Mr. Johnson into what will be a beautiful exhibit. Thank you all for coming out here today.

MR. MOSES: I don't want to repeat what I said before in introducing the Governor, but I just want to add one thing. There is not only a problem here at the Fair in persuading the states, the foreign governments, our industries, the United States Government and the city administration to provide exhibits here; but also we have a more complex public works program than exists in any other metropolitan community here or abroad. Our problems include not only the utilities under ground to serve the Fair — and the Park which will follow when the Fair is finished — but also the arterial construction you can see going on around here which in the main the State

is providing, partly with federal and partly with state money.

All you have to do is look around to see how complicated it is. I suppose, in a way, I ought to make an apology to people around here who were inconvenienced and discommoded and held up and all that kind of thing, but I'm not going to do that because, as we have said in our signs around here, you can't make an omelet without breaking some eggs. This is a tough job, the toughest job of its kind anywhere. The Governor has taken a tremendous interest in it and so has Burch McMorran. We have had the cooperation of the Borough President, Mr. Clancy, and we are all working together — federal, state, and city governments. But it is the state officials who are in charge of this construction work. Governor Rockefeller.

GOV. ROCKEFELLER: Thank you very much, Commissioner. Thank you Lieutenant Governor Malcolm Wilson, Speaker Joe Carlino, Miss Peabody, members of the Commission, all those who are working on the job here, and friends.

Bob mentioned the scale and complexity of this undertaking and I must say, I don't think there's ever been as much activity in this number of acres, as is taking place

Architect's rendering of the New York State pavilion being built at Flushing Meadow for the New York World's Fair, showing the theatre (circular building on lower left), the flag-beddecked "Tent of Tomorrow" and the three observation towers.



right here, in and around Flushing Meadow Park. More than \$93 million is being expended on the highway construction alone, and untold millions on the buildings and the preparation of the site itself. I'd particularly like to thank the members of the Legislature, represented by Joe Carlino here today, for having made available the funds for all of the projects in which the state is participating.

I'd like to thank Malcolm Wilson and the Commission for providing leadership in working out plans for the state's participation. Malcolm has done a superb job, not only here in relation to this building, working with Phil Johnson and the engineers to erect one of the most exciting buildings that I think is going to come up on the Fairgrounds, but also in his support and development of the plan for the Lincoln Center New York State Theater. He has worked out arrangements with the city, persuading the civic officials to cooperate and match funds in a comparable amount to insure the completion of Lincoln Center in time to function as the Fair's cultural hub during the two years of 1964 and 1965.

In addition, Malcolm has shown his genius for leadership in handling the new Capital City Planning Commission, of which he is chairman. Some day we hope all of

you New York Cityites will come up to Albany and see one of the great permanent exhibits — our new State capitol.

It's exciting indeed to see the way progress is being made here on the New York State exhibit's site, and I am happy to say that the State building is ahead of schedule. I just hope some of the other buildings come along and catch up with us.

After years of planning and months of preparation, it is particularly exciting to see the actual construction beginning on our New York State pavilion. As Bob Moses knows, my administration has been among the most enthusiastic and active supporters of the World's Fair project. Lieutenant Governor Malcolm Wilson has given unsparingly of his time and energy, as chairman of the State's Temporary Commission on the World's Fair, as have the personnel of our many state agencies.

The pavilion to be built on this site will stand as testimony to other efforts, hand-in-hand with Fair officials and industry. The structure's nobility and grace will testify to the art of its famous architect, Philip Johnson, and to the skill and hard work of the men who will erect it.

Another tangible evidence of the State administration's

enthusiasm for the 1964-1965 World's Fair is not here but at Lincoln Center for the Performing Arts. To further the World's Fair while advancing the cultural life of New York, the State has provided funds for the New York State theater building at Lincoln Center. This beautiful, \$15 million theater, which will be the focal point of the performing arts program for the World's Fair, is the State's permanent contribution to the Center and the City, and I would again like to thank Joe Carlino and all the members of the Legislature who are making possible this tremendous cultural undertaking.

At this pavilion and elsewhere on the Fairgrounds, the World's Fair will also yield lasting benefits as a magnificent showcase for the Empire State's industries, for its resources, for its scientific and social advancement. Within our pavilion, exhibits by state agencies will show how New York's government encourages the finest development of all of these elements for a rewarding life for New York State's people.

These Fairgrounds will draw an estimated 70 million people from all parts of the country and of the world. The value of this opportunity to introduce New York to new friends is incalculable. To aid the millions of tourists who

will be visiting the Fair, the State Department of Public Works, under Burch McMorran in 1961, initiated one of the largest arterial improvement programs in history. More than \$112 million in State and Federal funds will be spent in the Flushing Meadow area, for expansion and improvement of the arterial system.

Through the State Department of Commerce, under the leadership of Commissioner McHugh, we are endeavoring to insure that millions of Fair visitors will also see the rest of the state. Vigorous tourist promotion programs are being launched in Europe and Latin America, to attract Fair visitors to the State's recreational areas, to its shopping centers, to its historic sights and to its cultural institutions. In dollars and cents alone, the Fair's drawing power will yield many many times its total cost.

However, the 1964-65 World's Fair has a value far beyond its commercial potential. The hundreds of thousands attracted to the Fair from overseas will see for themselves how the people of our state and our nation live, think, and feel. The Fair will accomplish, as no other undertaking could, the purpose which is expressed in its theme, PEACE THROUGH UNDERSTANDING.

Thank you very much ladies and gentlemen.

NEW YORK STATE COMMISSION ON THE WORLD'S FAIR



LIEUTENANT GOVERNOR MALCOLM WILSON, *Chairman*

MRS. PAUL E. PEABODY, *Vice Chairman*

CHARLES J. BROWNE

HON. WILLIAM T. CONKLIN

MRS. MAY PRESTON DAVIE

IRA H. GENET

MORTIMOR S. GORDON

JOSEPH A. KAISER

OTTO KINZEL

JOHN WALTER KOESSLER

HERMAN I. MERINOFF

JULIUS L. MINTZ

DR. CLILAN B. POWELL

WILLIAM A. SHEA

JOSEPH T. P. SULLIVAN

EX-OFFICIO

WALTER J. MAHONEY

JOSEPH F. CARLINO

JOSEPH ZARETZKI

GEORGE L. INGALLS

ANTHONY J. TRAVIA

AUSTIN W. ERWIN

FRED W. PRELLER

Fair President Robert Moses (right) presents Governor Rockefeller with the official Fair medallion at the New York State pavilion's groundbreaking ceremonies.



NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

Flushing 52, N. Y.

Tel. 212-WF 4-1964

ROBERT MOSES, *President*

THOMAS J. DEEGAN, JR., *Chairman of the Executive Committee*

WILLIAM E. POTTER, *Executive Vice President*

CHARLES POLETTI, *Vice President, International Affairs and Exhibits*

STUART CONSTABLE, *Vice President, Operations*

WILLIAM A. BURNS, *Vice President, Communications and Public Relations*

ERWIN WITT, *Comptroller*

MARTIN STONE, *Director of Industrial Section*

GUY F. TOZZOLI, *(Port of New York Authority) Transportation Section*

ERNESTINE R. HAIG, *Secretary of the Corporation and Assistant to the President*

WILLIAM WHIPPLE, JR., *Chief Engineer*